Plain Talk (Newspaper)

[George H Richmond, Sec.]

October 9, 1891

[Our coin editor writes us today that you wish some information regarding advertising in our newspaper. We shall certainly be glad to have your orders for space... We are trying to push Plain Talk particularly among coin collectors, and believe you would find it a good medium to use.]

# PLAIN TALK.

AN ILLUSTRATED MONTHLY PAPER
FOR BOYS AND GIRLS
AT SCHOOL AND HOME.

A WELCOME VISITOR IN EVERY HOUSEHOLD
BRIGHT. CLEAN. PURE. INTERESTING.

SUBSCRIPTIONS 50 CENTS A YEAR.

AGENTS WANTED EVERYWHERE, AND LIBERAL TERMS MADE

5 BEEKMAN ST., NEW YORK.

Oct. 9, 1891.

Mr. S. H. Chapman,
1348 Pine St., Philadelphia, Pa.

Dear Sir:--

Mr. Latman, our coin editor writes us to-day that you wish some information regarding advertising in Plain Talk. We shall certainly be glad to have your orders for space. Our rates are $1.00 an inch or 80 cents an inch on yearly contracts. By the column space is $8.00 a insertion, less 20 per cent on a yearly contract. We do not know how much space you wish to use, but for a considerable amount, we will try to meet your views as to position. Just at present, we are trying to push Plain Talk particularly among coin collectors, and believe you would find it a good medium to use.

Very truly,

Plain Talk Publishing Co.,

## "Plain Talk" and Its Aims.

PLAIN TALK is intended for "boys and girls at school and home," and, withal, "speaks for itself." Still, as it is seen each month for the first time by many readers, it may not be out of place to briefly state what it is, and what it hopes to be.

For the present, then, PLAIN TALK is an illustrated monthly paper devoted to those lines which are of interest to right-minded and right-thinking young people, and to those older ones who have not passed the boundary line of "four score and ten." It has no sympathy with, and only pity for, those boys and girls who revel in the regulation "blood and thunder" serial, but believes that in nine cases out of ten they would prefer wholesome literature if it was as easily obtained.

It gives each month more or less space to original stories of adventure, tales of school life, vacation experiences, interesting anecdotes, biographical notes, etc. In all its statements it aims to be both brief and accurate; in short to be true to its name—to deal only in plain talk. It believes that a hearty laugh is good medicine, and tries to now and then coax a smile to the lips of its readers.

It aims to give the latest intelligence concerning the different branches of collecting, touching upon stamps, coins, minerals, Indian relics, natural history, etc. In the line of nature it does not believe in collecting merely for the sake of collecting, but would inculcate in its readers a love for all the beautiful things that God has made, and a respect for the rights of even the humblest of His creatures.

Prize "word hunts" are never-failing objects of interest, and each month's contests in this line are sharp and exciting. A competent editor has special charge of this department, and liberal prizes are given.

"How To Do It" is the title given to one department, and under this heading will be found directions for the making of all sorts of contrivances, and the doing of all manner of things.

Another department is known as "Games and Pastimes," and seasonable instructions are given for games, both new and old, for in-door as well as out-door amusement.

The ladies have a department all to themselves, though it is an open question if the interest in it is confined entirely to the gentler sex. Flowers, fancy work, and the like, all have attention under careful editorial supervision.

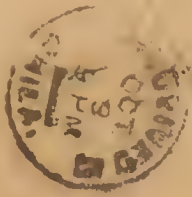
PLAIN TALK'S readers are invited and urged to take the fullest possible share in the discussion of matters of interest to them in the various departments. The exchange column may be used by all subscribers, under certain restrictions, free of charge. An interesting correspondence column is also printed each month.

In short, every effort is made that the paper may cover in an attractive way every field which is of interest to the bright boys and girls of to-day, and it hopes to grow in circulation and influence until it finds its way to tens of thousands of homes.

PLAIN TALK PUBLISHING CO.,

5 BEEKMAN STREET,

P. O. Box 3259. New York City.



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Philadelphia, Pa.